## The Claims

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- 1. A film-forming composition for application to mammalian skin, said composition comprising,
- a) from about 0.3% to about 10% by weight of the total composition, of a graft Copolymer, comprising a hydrophilic polymer main chain comprising monomeric units, some of which have acidic groups, and a hydrophobic polymeric side chain comprising polystyrene;
- b) from about 0 to about 75% of water soluble polymer by weight, based on the combined weights of the water soluble polymer and the graft Copolymer; said composition further being comprised of hydrophilic or hydrophobic carriers or a mixture of the same; and said composition forming a hydrophilic but water insoluble polymeric film on the skin.
- 15 2. The film-forming composition of Claim 1, wherein said composition comprises from about 0.3 to about 5% by weight of the graft Copolymer.
  - 3. The composition of Claim 1, comprising from about 0.3% Copolymer to about 3% Copolymer.
  - 4. The composition of Claim 1, as a solution, emulsion, dispersion, lotion, cream, film, or petrolatum or wax based preparation.
- 5. The film-forming composition of Claim 1, wherein said composition is a non-aqueous formulation.
  - 6. The film-forming composition of Claim 1, further comprising a biologically active agent.
- 7. The film-forming composition of Claim 4, further comprising a biologically active agent.
  - 8. A method of treatment of mammalian skin comprising applying to the said skin, an effective amount of a composition of Claim 1.

- 9. A skin moisturizer comprising the aqueous formulation of Claim 1.
- The method of Claim 8, wherein the method of applying the composition is selected
  from the group consisting of a spray, a roll-on, immersion, dipping, applying by brush, or spattering.
  - 11. A stable gel, comprising the homogenized formulation of
- a) from about 0.3% to about 10% by weight of the total composition, of a graft
  Copolymer, comprising a hydrophilic polymer main chain comprising monomeric units,
  some of which have acidic groups, and a hydrophobic polymeric side chain comprising polystyrene;
  - b) from about 0 to about 75% of water soluble polymer by weight, based on the combined weights of the water soluble polymer and the graft copolymer;
- in an aqueous formulation, said composition forming a hydrophilic but water-insoluble polymeric film on the skin.
  - 12. A foam stabilizer, comprising the composition of Claim 1.
- 20 13. A detergent comprising the foam stabilizer of Claim 12.

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- 14. A shampoo comprising the foam stabilizer of Claim 12.
- 15. A hair conditioner comprising the composition of Claim 1.
- 16. A method of treatment of mammalian skin, comprising a transdermal, sustained release of a biologically active agent from the film-forming composition comprising,
- a) from about 0.3% to about 10% by weight of the total composition, of a graft Copolymer, comprising a hydrophilic polymer main chain comprising monomeric units, some of which have acidic groups, and a hydrophobic polymeric side chain comprising polystyrene;
- b) from about 0 to about 75% of water soluble polymer by weight, based on the combined weights of the water soluble polymer and the graft copolymer;
  - c) an effective amount of the biologically active agent;

said composition further being comprised of hydrophilic or hydrophobic carrier or a mixture of the same; and said composition forming a hydrophilic but water insoluble polymeric film on the skin.

- 17. A method of systemic treatment of mammal tissue, comprising a transdermal, sustained release of an active agent from the film-forming composition comprising, a) from about 0.3% to about 10% by weight of the total composition, of a graft Copolymer, comprising a hydrophilic polymer main chain comprising monomeric units, some of which have acidic groups, and a hydrophobic polymeric side chain comprising polystyrene;
- b) from about 0 to about 75% of water soluble polymer by weight, based on the combined weights of the water soluble polymer and the graft copolymer;
  - c) an effective amount of the biologically active agent; said composition further being comprised of hydrophilic or hydrophobic carrier or a mixture of the same; and
- said composition forming a hydrophilic but water insoluble polymeric film on the skin.
  - 18. A face make up, comprising the composition of Claim 1.
  - 19. A lipstick comprising the composition of Claim 1.

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20. A mascara comprising the composition of Claim 1.